



# Folk & Traditional Arts Apprenticeship Program Fiscal Year 2019 (FY19)

## Guidelines Summary

*This program is supported with funding from the National Endowment for the Arts*



The Arts Board's Folk Arts staff is available to provide grant proposal assistance throughout the year.  
Call or email Kaitlyn Berle, (608) 266-8106 / [kaitlyn.berle@wisconsin.gov](mailto:kaitlyn.berle@wisconsin.gov).

**Purpose:**

Folk Arts Apprenticeships are designed to strengthen and preserve Wisconsin's cultural heritage by supporting direct passage of knowledge and skills embedded in traditional arts. The Wisconsin Arts Board provides awards to enable respected master traditional folk artists to teach their skills to committed and talented apprentices.

**Art Forms:**

Apprenticeships must involve traditional folk arts that occur in the Wisconsin community where they have value and a traditional place. Any forms of traditional art - from basketry to old time music, from beadwork and embroidery to ethnic dance and singing, from instrument building to traditional foodways - as carried on by members of Wisconsin's various cultural groups, are eligible. These cultural groups are communities that emerge from shared ethnicity, language, religion, occupation, recreational pursuit, or geographic region. Priority will be given to instruction in art forms that are in danger of being lost or that help to preserve an endangered language.

**Artists:**

Master Artists should be recognized as exemplary practitioners of a traditional art form within their cultural community - held in high regard by their peers for their skill, knowledge, and community-based practice. Their mastery of the art form should have developed within a traditional context, which can include learning from an elder, through observation of peers, or by self-instruction. Master artists will work as instructing artists in the apprenticeship. Prior teaching experience is not required but is an asset. First time applicants must have a conversation with Arts Board staff about their application before submitting. Returning applicants are not eligible to apply if they have received an apprenticeship award for three consecutive years; they may reapply after waiting one year.

**Apprentices:**

Apprentices should have some experience in the proposed art or a related art form, display motivation to learn deeply about the art, and care about it continuing in the community. The instructing artist should have confidence and see potential in the apprentice. Preference will be given to apprentices who are from the same cultural community as the instructing artist. WAB recognizes that the standard one-on-one master-apprentice partnership might not fit the framework of some traditional art forms. If the nature of the art form allows, more than one apprentice may work with the same master artist at one time. Please contact Folk and Traditional Arts staff with any questions regarding alternative models. If the apprentice has been part of a prior award with the master artist, explain why the team needs another year of working together. Apprentices cannot be immediate family members under the age of 18 or living in the same household as the master artist. If an apprentice is a family member and there have been special circumstances that affected cultural transmission from occurring naturally (adult child living somewhere else; family of divorce; child raised in foster care, etc.), please explain the situation. Other apprentices who are minors must have their parent's or guardian's written permission to be a part of the program.

**Award:**

The master artist is the applicant. The maximum award is \$3,500, the majority of which typically goes to support the instructing artist's time. Remaining funds may be used for supplies, materials or travel. The award is made in two payments to the master artist: an initial \$2,500 followed by the remaining funds when the final report is submitted to and accepted by the Arts Board. \$3,500 is the maximum award possible. Applicants may be offered a reduced award based on the total number of applications recommended for funding.

Payments can be made to a fiscal receiver on behalf of the master artist. If the master artist works closely with a local non-profit agency, s/he may wish to work through that agency for the apprenticeship. It is possible for a non-profit organization to act as a fiscal receiver for the apprenticeship award.

Funds awarded through this program may be taxable as income to the master artist. If this is a concern, please ask a tax professional or the Internal Revenue Service about how receipt of this award may affect your tax situation.

Often there are more requests than funds available. It may not be possible to fund all of the deserving applicants in a particular year or to fund all awards at the maximum amount.

**Apprenticeships:**

Priority is given to apprenticeships that will help ensure the continuation of a traditional art form in a community where it has value and a traditional place. Successful apprenticeships very often are based upon close and frequent personal contact; the [work plan](#) should reflect this. The apprenticeship requires the master artist and apprentice to do a public presentation in their community at the end of the working year. Include ideas for a final presentation in the work plan. The presentation should be appropriate to your art, such as a small exhibit, a performance, or a workshop/demonstration in a local community setting.

During the apprenticeship, an Arts Board folklorist will arrange a visit to meet the artists, observe the instruction, record an interview with the master artist, and document the apprenticeship with photographs. The master artist and apprentice also will be asked to document the apprenticeship through photos, an [activity log](#), or other means.

**Assistance:**

The Folk and Traditional Arts staff at the Arts Board is available to answer questions and assist with the application. The staff can explain and clarify guidelines and eligibility requirements, discuss criteria and definitions, and review draft applications. Discussions with the staff do not influence funding decisions.

In addition, applicants can consult with someone supportive in their community to help write the application. Apprentices may write the application for the master artist.

### **Important Dates:**

- Friday, March 2, 2018 - (First time applicants only) - notify the Arts Board of intent to apply. Notification can be in the form of an email ([kaitlyn.berle@wisconsin.gov](mailto:kaitlyn.berle@wisconsin.gov)), phone call (608-266-8106), or letter (PO Box 8690, Madison, WI 53708). Include a brief description of the intended apprenticeship.
- **Friday, March 23, 2018** – Electronic application and postmark deadline
- April 20, 2018 - Review panel meeting in Madison
- May 4, 2018 - Wisconsin Arts Board meeting to review and approve panel recommendations
- After July 1, 2018, upon receipt of signed contracts - Payment of 1st portion of award
- July 1, 2018 - May 31, 2019 - Apprenticeships & public presentation may occur
- June 30, 2019 - Final report deadline (see the [Folk Arts Apprenticeship](#) page)
- Upon acceptance of the final report by WAB - Payment of 2nd and final portion of award

### **Application Form:**

The Folk & Traditional Arts Apprenticeship Program uses an electronic application form. Click on the link on the Folk and Traditional Arts Apprenticeship Program's [webpage](#) to bring it up. **If you are unable to complete an electronic form, please contact the Arts Board to make alternative arrangements.**

The form is created through a service called JotForm. You will be able to type answers into the form. When you indicate the number of apprentices, that number of question slots and signature boxes will appear in the form.

Tips for working with the application form:

- The application requires information from both the master artist and the apprentice/s. Whoever fills out the form should get this information from the other parties first.
- If you use the same computer and browser, you will be able to work on the form and then return to it with the information saved for 4 weeks from your start date. Cookies must be enabled on your computer for this to work. If you plan to fill out the application in multiple sessions, test this feature before you proceed very far to make sure it works for you.
- The questions marked with a **red asterisk \*** are required. If you skip any, you will be prompted to complete them before you are able to submit.
- If it is not possible for you to work with the online form, you may request a printed copy by contacting the Arts Board.

### **Application Process:**

Before completing the application, the instructing artist and apprentice must talk through their ideas for the apprenticeship and arrive at a clear shared understanding of what is to take place and why. The application form may serve to guide your discussion.

The application will ask questions about the master artist, the apprentice/s, the art form, its connection to a cultural community, and the work plan. You will also be asked about your ideas for a final public presentation of the art created during the apprenticeship, a requirement of the program.

#### **Item 5 - Folk Art Information**

When discussing the art form, give enough detailed information on the type of traditional folk art, its roots, and its importance in the cultural community. Consider discussing the art form's history, evolution and current state of practice. Assume that the reader knows little about the art form. Do not exceed the equivalent of 1 page in length.

#### **Item 6 - To Be Completed by the Master Artist & Item 7 - To Be Completed by the Apprentice**

All answers by both master artist and apprentice should provide enough information so that the review panel will understand their respective experience with the art form and their relationships with the cultural community and each other.

#### **Item 8 - Budget Estimate**

You will be asked to provide a budget. Figure the costs of the apprenticeship so that the total comes to **\$3,500**. The largest single item should be the fee paid to the master artist for their knowledge, time and teaching. (Consider using a minimum of \$30/hour as the master artist's fee in the application budget.) Estimate costs of materials and supplies. If using a personal vehicle for travel, enter the number of trips and the average length of the trips. The form will automatically calculate the cost of mileage at 51 cents per mile and will enter the figure in the "Mileage Total" block. If traveling in other ways, use the "Other travel expenses" option. The application form will automatically total the budget, which should equal \$3,500.

#### **Item 9 - Personal Assurances**

All individuals involved in the apprenticeship must sign the printed application. Do not sign the electronic application. If any apprentice is younger than 18, the apprentice's parent or guardian must sign as well. If a fiscal receiver is involved, an authorized agent of that agency must sign.

#### **Work Samples:**

Along with the application, **you will need to submit a work sample**. This is supporting material that gives evidence of the master artist's and apprentice's skills and shows the artistic quality of the proposed apprenticeship.

In a separate document that you create (there is no specific form to use), provide a short description of each item submitted so that the panel will know what they are seeing or hearing. Provide information on all items submitted. If images, include the title, year created, and a description. If your work sample is a link to an on-line video or audio file, include the link in the work sample description document.

Applicants can upload digital work samples and the work sample description within the application form, mail them to the Arts Board (copies only; no originals, please), or provide a link to an on-line audio or video work sample. If submitting images, each artist should send 5 to 10 excellent quality images of recent work. Please name each image with your last name and title of work, e.g. Lincoln\_Sunrise.jpg. If submitting an audio or video recording, each artist should send a recent recording that features that artist. Please send one for each artist in the proposal. You can upload images and audio directly into the JotForm application but not video (its large size doesn't work well in this form). See the work sample instructions in the application for more details on each format.

### **To Submit:**

To submit the completed application, choose the **Submit Form** button at the end of the application form. That will send an electronic version of your application – along with any work samples you uploaded – to the Arts Board. **However, the Arts Board requires original signatures on the application.** After submitting electronically, an email with a link to a PDF copy of your completed application will go to the email address indicated in the master artist information. Use that link to print the PDF. Obtain signatures from all parties (master artist, apprentice/s, and if appropriate, parent/guardian and fiscal receiver).

Mail the printed and signed application, along with any work samples not uploaded, **by Friday, March 23, 2018.** This is also the postmark deadline. Mail to: **Wisconsin Arts Board, PO Box 8690, Madison, WI 53708.** Or, if you hand deliver or use a delivery service other than the US Postal Service, send to the street location: **Wisconsin Arts Board, 201 W. Washington Ave, 2<sup>nd</sup> Floor, Madison, Wisconsin 53703.**

### **Evaluation Criteria:**

A folk arts review panel will convene on April 20, 2018 to evaluate the applications and make funding recommendations. Anyone is allowed to attend these meetings as a silent observer; the meetings are held at the Arts Board office in Madison. The panel's recommendations will be reviewed by the Wisconsin Arts Board at its May meeting. WAB staff will notify applicants as to how their application fared following the board meeting.

Applications to the Folk Arts Apprenticeship Program will be evaluated on the following criteria:

1. Traditionality of the art form
2. Artistic quality of the instructing artist's work
3. Demonstrated commitment and skill of the apprentice
4. Shared membership of the instructing artist and apprentice in a cultural community
5. Feasibility of the proposed work plan

Priority is given to apprenticeships that will help ensure the continuation of a traditional art form in the community where it has value and a traditional place. In addition, priority is given to instruction in art forms that are in danger of being lost or that help to preserve an endangered language.

**Definitions:**

Community - Communities can be geographic places or groups with shared ethnicity, language, religion, occupation, recreational pursuits, regional affinities, or affinities around a traditional practice.

Fiscal receiver - An artist who works closely with a community agency may wish to have that agency serve as a fiscal receiver for the award. An incorporated, nonprofit, tax-exempt organization that provides administrative and financial services to the instructing artist for the apprenticeship is a fiscal receiver. A fiscal receiver agrees to receive, record, and disburse the grant monies to the instructing artist within two weeks after receipt of the grant monies from the Wisconsin Arts Board and agrees to refrain from making or imposing artistic or programmatic decisions on the apprenticeship.

Traditional folk arts - These are artistic practices that express a shared aesthetic, heritage, or tradition of a community. The art form might be folk, traditional, or classically ethnic. It will have endured through several generations with creative innovations by skilled masters throughout its history. It may have been revived after a cultural break due to the efforts of a committed artist.